## FOREWORD

The first SHEAFFER pen was made in the rear room of a modest size jewelry store in Fort Madison, lowa, by Mr. W. A. Sheaffer. That was in 1913. The first pens made and the millions that were to follow them were manufactured according to the quality standard for which fine items of jewelry are famous. The business grew. Soon it was necessary to rent the second floor of a building; later a complete building was taken over. Today, SHEAFFER pens are made in a large, up-to-date factory on the site of the historic fort on the banks af the Mississippi named for President Madison.

The writing instruments shown in this abbreviated catalog are without question the finest it is possible to produce. They embody improvements in design and manufacture which are exclusively SHEAFFER'S. Only the finest materials and the most expert craftsmanship are employed. Each is a superlative value for the money.

A merchant can use this catalog to select his stock with the assurance that the goods will be as represented and that the company will stand back of them. The success of the W. A. Sheaffer Pen Company has been made possible through the support of the trade, their appreciation of our policy to keep full profit in the merchandise, the quality of the merchandise and the huge amount of effective advertising placed behind the line.

A conscious effort has been made in this catalog to abbreviate the information while keeping it thoroughly understandable. You will find the items of a similar classification in the pen line, the pencil line, the desk set line, and the ensemble line grouped together. Most pens, pencils and ensembles are produced in 4 distinctive Sheaffer colors-Ebonized Pearl, Grey Pearl, Marine Green and Black -but for the sake of brevity, one color will be illustrated in a model and data for the selection of other colors in the same model appended in tabulated form.

A glance through the following pages will show you how simple, yet complete, the SHEAFFER line is. There is a pen or a set for every purse and taste; a point for every style of handwriting. Sheaffer gold pen experts are prepared to duplicate the writing qualities of any favored steel point, should the exact point for the customer not be found in the standard line. Inquiries on our merchandise to meet particular needs are invited.

Reference to this catalog will assist you in keeping your stock rounded out through the remaining busy months of the year, and in advising customers concerning a model on which you are out of stock. Therefore, we suggest you file it for future reference after checking it now for the models you wish to add to your assortment immediately. We've enclosed an order blank for your convenience.


Thrillingly hegutiful ensembles nen supplied In thim rich belinxe prementation came with gold and matin trim. Sreta are priced from \$K.50 "p. Illustriatell in the "First Iaty" net In Ehonized lecurl. For detalls of nete available in thin box, nee lingr 10 .

Certain colors look best presented in the 1)eluxe presentation case with silver trim. llluntriteil in "irey Pearl lifretime met with C'lirominm ellis unil bameln. For further defillin, mer lilke 10.


Thin s-plocer met lise no oxtrin vilue fur the -lintomer. When the rinformer binse the pencil




 Nou Prike 11

Two-plecr ansembles In the lower-prlerd pena and pencile are offered in thinatimetive black and gold box. Net illuatrated is a pophlar s.i.00 nellir. For furthar information on $:-$ hlede meta, mer lenke lis.


## THE NEW

" First Lady"LINE

 portion which watch part of the pen bears to the whole. 'This makes it Milady's first choice. For details on sets, see Page 10. Identical values in lever -fill or visible.


For Information on First Lady Ensembles, See Page 10

## SHEAFFER'S BALANCE AND JUNIOR PENS



For Information on Ensembles. See Page 12

## SHEAFFER'S FEATHERTOUCH BALANCE PENS

Illustrnted below are the popular models with the famons FEATILERTOMCDI point
retailing at $\$ 7.50$ and $\$ 5.00$. In addition, the splendid value retailing at $\$ 3.50$ bas a fully streamlined whape for Bahaner, but not the FEATIIERTOUCII point. Identical values in lever-filling or visible.


D7W


A7WS


H5TC

sVC


D3TC


M3VC

| PENS | BLACK | EBONIZED PEARL | GREY PEARL | MARINE GREEN | PRICE |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 7W-VISIBIE | 7W-WABIB | I) $7 \mathrm{~W}-\mathrm{WACOB}$ | A 7 W -WABOI3 | - - | 87.50 |
| 7 W S-VISIBIE: | 7WS-WACAB | D7WS-WACUIB | A7WS-WACEM |  | 7.50 |
| 5TC-ILEVER | STC-FIBAC: | ISTM:-IDACAB | M1.7e-MIFITI | 15TC-FITC:I | 5.00 |
| TVE-IIEVER | EVC-FIIVE: | IISV(--InACIEB | MSVE-MIFIVE: | IISVE-IIIIVE: | 5.00 |
| 5W-VISISIS: | SW-WABAB | DSW-WACYB | ASW-WABES |  | 5.00 |
| 3TC-I.EVER | 3'PC-TEIBAE: | D3TC-WAC:OB | M3TV:-MBIVO | IIBTC-'TEKAQ | 3.50 |
| 3VC-IIEVER | 3VC-TEAW | I)3V(-I)A(:11: | M3VE-TEMUV | IISVE-C'TEMUR | 3.50 |

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## SHEAFFER'S PROPEL-REPEL-EXPEL PENCILS TO MATCH ALL SHEAFFER PENS

There is a perril to mateh erery SHEAFFEER pen. Prices range from si.00 to \$.5.00. The SHEAFFER pruril was first famons for its propel-repel-expel merhanixm, bitito last a lifetime and fitted into the pencil withont any soldered joints. Sheafar is still famons for this mechanism lut in addition, the Sitreaimlined pencil first incorporated the
"break" in the middle so that the upper half of the pencil artuates the mechanism in"break" in the middle so that the upper half of the pencil artuates the merhanism instead of the small rap used previously.


## TWO PIECE ENSEMBLES IN

 S. $\mathcal{L}_{\text {uve }}$ PRESENTATION BOX

|  |  |  | 2D2 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PEN | PENCIL | BLACK | EBONIZED PEARL | GREY PEARL | MARINE GREEN | SET PRICE |
| DELUXE AUTOGRAPH LEVER TYPE |  |  |  |  |  |  |
| 85TC | SITS | 21.91-TAIVO) | 21)91-I)AKUB |  | . . . | \$30.00* |
| 75'TC: | 1:This | 21.92-TAIVY | 21192-DAKYB |  |  | $30.00^{*}$ |
| 75 VC | IVY:5 | 21.93-TANVE: | 21993-DALAB |  | $\cdots$. | 30.00* |
| DE LUXE AUTOGRAPH VISIBLE TYPE |  |  |  |  |  |  |
| 85W | S1T5 | 21.97-ТАМ才) | 21097-DANIB |  |  | 30.00* |
| 75W | LTSCS | 21.98-TAMVU | 2D98-DANOB |  |  | - 30.00** |
| 735WS | LVF5 | 2L99-TAMVY | 2D99-DANUB |  | $\cdots$. | 30.00* |
| LIFETIME LEVER TYPE |  |  |  |  |  |  |
| 8TC: | sic | 21.1 -LABAB | 2II-DAILIB | 2MIL-MABAB | 2111-LIABAB | 15.00 |
| 74 TC | Litse | 21.2-L.ABEB | 202-IDAIYH | 2N12-minisis | 2112-11AB1:B | 14.00 |
| 74 VC | LVC | 21.3-LAB1B | 2D3-DAMAB | 2N3-MABIB | 2113-IIABIB | 12.25 |
| LIFETIME VISIBLE BARREL TYPE |  |  |  |  |  |  |
| 8W | sIT | 21.81-WU13113 | 2D8I-WUGAB | 2A8I-WUDIIS |  | 15.00 |
| 74W | LTSG: | 2186-WUMIB | 21886-WUPEB | 2ABG-WUPAIS | . . . . | 14.00 |
| FIRST LADY LIFETIME LEVER TYPE |  |  |  |  |  |  |
| 73V | LVF | 2L7-LADCA | 2D7-IADEB | 2M7-LADIC | . . . . | 12.25 |
| FIRST LADY LIFETIME VISIBLE BARREL TYPE |  |  |  |  |  |  |
| 73WS | I.VF | 21.87-IADAG; | 21187-IADI:II | 2A87-I.AI)(il | . . . . | 12.25 |
| FIRST LADY LEVER TYPE |  |  |  |  |  |  |
| FIRST LADY VISIBLE BARREL TYPE |  |  |  |  |  |  |
| 53WS | LVF | 2L88-LADUI | 2D88-LADVO | 2A88-LADWU | . . . | 8.50 |
| SHEAFFER FEATHERTOUCH LEVER TYPE |  |  |  |  |  |  |
| 5re | 1Tsc: | 21.32-MSF:ZE: | 2032-DAMiJ | 2M132-MISEVU | 21132-M1SEW | 9.00 |
| 5 VC | I.Ve | 21.33-MLIETF | 2D33-DANAB | 2M133-M15EII | 21133-M1SEOC: | 8.50 |
| SHEAFFER FEATHERTOUCH VISIBLE BARREL TYPE |  |  |  |  |  |  |
| 7 W | 1.7c: | 21.82- Wha: | 21082-W16:13 | 2A82-WUIYI | . . . | 11.50 |
| 7 HS | I.VE: | 2183-W19:CB | 21883-W'16:18 | 2,183-W'HFEIS | . . . . | 11.00 |
| 54 | 1.1: | 21.8.1-W'101ES | 2188.WWCOH | 2AB1-W1FYB | . . . . | 8.50 |

## THREE PIECE ENSEMBLES AT A SAVING



3M3-LX

| PEN | PENCIL | BLACR | EBONIZED PEARL | GREY PEARL | MARINE GREEN | LIST PRICE OF ALL ITEMS ITEMS |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| LIFETIME LEVER TYPE |  |  |  |  |  |  |  |
| 8 TC | SIT | 31.1-I.X-MSEFO | 3DI-IX-DAFYIB | 3MI-IX - MISEBA | 3III-IX-MISE:E | \$15.75 | \$14.00 |
| 74 TC | ITSS: | 31.2-IX-MSEKE | 3ID2-1.X-DAS:AB | 3ni2-LX-nistidy | 3112-1, X-nisitili | 14.75 | 13.00 |
| 74 VC | IVE: | 31,3-IX-MSETE | 31D3-1:X-1)A(:1: 3 | 3mb-LX-MSLELI | 3113-1.X-MSLEMO) | 13.00 | 11.25 |
| LIFETIME VISIBLE BARREL TYPE |  |  |  |  |  |  |  |
| 8W | SLT | 31.81-IX-WUBYI |  | 3A81-1X-W(1)OB | - • . . | 15.75 | 14.00 |
| 74W | LTSC. | 3186-1LX-WUMEIS | 31D86-1.X-WUMOI | 3A8G-LX-W'VMIII | . . . . | 14.75 | 13.00 |
| "FIRST LADY" LIFETIME LEVER TYPE |  |  |  |  |  |  |  |
| 73V | LVF | 3L7-LX-LADOD | 3D7-LX-LADFY | 3M7-LX-IADUF | - . . . . | 13.00 | 11.25 |
| "FIRST LADY" LIFETIME VISIBLE BARREL TYPE |  |  |  |  |  |  |  |
| 73WS | LVF | 3L87-LX-LADIJ | 3D87-LX-LADOK | 3A87-LX-LADUL | - • - . | 13.00 | 11.25 |
| "FIRST LADY" LEVER TYPE |  |  |  |  |  |  |  |
| 53V | LVF | 31.37-LX-L.ADRU | 3D37-I.X-L.ADSA | 3M37-IX-LADTE | - - • - | 9.25 | 7.50 |
| "FIRST LADY" VISIBLE BARREL TYPE |  |  |  |  |  |  |  |
| 53ws | L.VF | 31.88-ITX-IADXA | 3D88-1, ${ }^{\text {d, }}$ | 3A88-I.X-IADİI | - . . . | 9.25 | 7.50 |
| SHEAFFER FEATHERTOUCH LEVER TYPE |  |  |  |  |  |  |  |
| 5 TC | I.TSC | 31.32-1X-T110TA | 3D32-IX-DAIIOH | 3M32-IX-THOCE | 31132-1X-TIOXA | 9.75 | 8.00 |
| 5VC | LVC | 31.33-LX-TIIOVA | 3D33-1: ${ }^{\text {d }}$-DAIIIS | 3M33-LX-TIIODE | 31133-LX-TIIOZA | 9.25 | 7.50 |
| SHEAFFER FEATHERTOUCH VISIBLE BARREL TYPE |  |  |  |  |  |  |  |
| 7W | I.TSC | 3182-1 X-WUCII | 3D82-IX-WUCYH | 3A82-1 X-WUHH3 |  | 12.25 | 10.50 |
| 7WS | INC | 3183-1, -WUC:13 | 3183-1, -WHIIAB | 3A83-IX-WHFIS | - - . . | 11.75 | 10.00 |
| 5W | LVC | 31.84-1.X-WUBES | 31884-LX-WULIEB |  | - . . . . | 9.25 | 7.50 |
| SHEAFFER LEVER TYPE |  |  |  |  |  |  |  |
| 3TC | ITAC | 3122-1X-T110JA | 3122-IX-DAJAB | 3M22-IX-THOOA | 31122-IX-TIIOMA | 7.25 | 5.00 |
| 3 VC | LVAC | 31.23-1. ${ }^{\text {a }}$ | 3122-1.X-Dajlis |  | 31123-1.X-TIIONA | 6.75 | 5.00 |

# TWO PIECE BALANCE AND JUNIOR ENSEMBLES 



GHEAFFER Glowk win ure wipplied

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 denk pens wephritely for roblace-

## SHEAFFER'S PRIZE WINNING DESK SET LINE






 furn to the right low


 lacked at night und ktored awny in a dosk drawer with ussurance that the ben will not pop out of the socket and be dry the fallowing worning. Or it cun be locked in a second at each llme of ushiug with virthally no ineonvenience.
Guly SIIFAFFER han the Dry-proaf socket. This revolutlonary iniprovement eliminates entirely the minjor finult with desk sets of the bast. drying out af the pen. This improvement makes












 Sllo.00.

 While bulirlite liver; brown merket, \&old







No. 1)-1G6 ( IIsF:N. Domble halkrite with

 No. b;-1fis 夭ils.iN. Nume ns whove but
 $\$ 14.00$.



 list.


No. 13-117 CABCIS Ivory whits top with grean Ibakelite linng and Hlain kold dise mad krien
 3/N thick.
1s-117 with No. (:3I) lhink lent, \$6.50.


No. A-111 CAIEIS Whlio
 robinided wakem wifl koid allme. Mizer
mosket.
A-IIH: whlt Nio. IB:3l) lienk leen, \$5.00.

Sis


No. 13-119 C.A1siAC IBhock 13akelite dise with \& chroure ball fert
 dise.
high.



No. C-12: CAIstc liound BakeIIte dine bitne with kolal ntur und

(!-1:4 with No. 5D Jewk P'en, $\$ 10.00$.


 Ntile with kidurs "rocop. Nizer s"xiz".
D-527 with two No. Jil) Feathertouch Lifetime lens, sat.00.

 myx. rerefnnku!nr lanar. Niga 8"vil".



No. 1)-158 ('isil.. Jomble fedrara onsx latar. rertinkular, wifh lank "dicen ronnded. size $10^{\prime \prime} x 5^{\prime \prime} \times 7 / \mathbb{N}^{\prime \prime}$ ligli.
1)-158 with No. 741) and Iruril,
 Itrurilinn enny ownl bus. with F-5:20 with No. itil I'口и, s?9.mu.



No. F-105 RANBI. Ninkle Jut kline binne wifh pencil kromir.
 F-10.i with No. ifil I'en, \$1 1.00 .



 F:-13: wi sill.010. Wilh 1331) Desk I'rn,

 lichkilur bhac klink mirrar

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No. $1-148$ cinici. l'olruran
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nmetor $x$ !
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 IBruzilini onsx. ovill buse wlth



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comprotr, \$II

No. C-119 C.IBy': IBhrek lbelghan marlite hame with two rdges rounded uhal gold-
 C-149 with No. 5 D Desk I'en, \$10.00.





Dests CABAM. Nome uhave exrept double: with 741 Dosk Pen und Desk I'encil, $\$ 19.00$.


D-144 with two 31 I'cus. $\$ 1: 3.00$.
No. C-160 ( $\because 13 \mathrm{EN}$. Sumbas aliove but sliglo. C-160 with No. 31) I'en, $\$ 8.00$.


No. E-1:33 CAisif. Single lend mirror glang bune with
 E-133 with No. ji-N Desk fen, \$1J.00.

 WO Na. S IPrnk Ir-nN, \$17.00.


 minm fert. Niz. f"x:3":" high.


No. D-15t (. Isitk. Double krecn Argentine onyx lunv. two rarurgn romadril with relladricul antiguo ghif fret. size 8"x1"x!" hкh.

-1:3 filic Name um nbove but single. E-153 with No. 74 D Pen, $\$ 10.00$.




## IN THE NEW SKRIP-WELL BOTTLE

For all fountain pen and general use, recommend SKRIP. It takes six gallons of fluid to make one gallon of SKIRIP at much greater cost than ordinary writing fluid. By distillation, all chance of molding and sediment is eliminated and permanency is increased, altogether making it the finest and most matisfactory writing fuid produced. SKIRIP keeps both steel pens and Countain pens in better condition. It is made in permanent colors: Bluc-Black, Moyal Blue, Jet Black and Red, for all business records; and in Washable for sehools and homes: Black, Blue, Green, Purple and Brown. Both types are plainly lubeled.
Permanent Red SKIRIP is the only permanent, sediment-free Red writing fuid produced. P'oint ont to your customers that rerords of which one-half are permanent and the other half not, are not satisfactory. SKRIP will make them $100 \%$ permanent. SKRIP' flows freely, drics quickly, spreads evenly and does not clog.
Available now in the greatest writing fuid botle improvement of all timesthe SKRIP-W'ELL, bottle. The SKRIP-WELL, uses the last drop, makes fountain pen filling easier, eliminates the inkwell for sterl pen dipping and kepps fingers clean.

## LISTPRICES



Above prices are subject to trade discount to established retailers. For detailed information and shipping weights, suggested retail prices and gallon prices, see back of enclosed oriler blank.


## PENCIL-SKRIP "Successor to Leads"

 display it prominemily. PENC:IL-SKRIP, of Sheaffer quality, offers you " gigantir market and paver the way for increased pencil lusines. It is smoother, stronger, writes iblacker inul more evenly than ordinary leads. It in wax impregnated-not merely coated-and therefore much stronger.
PENCII_SKRIP is smooth. The highest grade graphite is evenly distributed throughout. It is extremely dense in color.
PENCIL-SKRIP is a round lead, for tests prove that round leads are stronger than square leads. A round lead has equal strength all the way around, no matter which part touches the paper. A sfuare lead is weaker from one side to the other. PENCH-SKRIP fits all pencils, including those sold with square leads. Sperial IIB Pencil-SKRIIP is the best lead produced.
Support PENC:IL-SKRIP prominently and consistently. Featured in color advertising blanketing the country. Handy counter case illustrated has supply of crasers, another murh nerded aceessory.

## ORDER THIS ASSORTMENT OF LEADS

NO. 1560 ASSORTMENT
Contains 12 dozen parkages PENCIL-SKRIP assorted in 6 grades of black from Sperial Illb io 2II, and Red. Blue. Indelible and Grent Cravons, at 81.80 per dozen parkages . . . . . . . . . $\$ 21.60$ list 2 dozen tubes Sheaffer Erasers, $\$ 1.20$ list per dozen . . . . . . . . . . . . . 4.80 list
1 PENCIL,SKRIP and ERASER Display Case complete . . . . . . . . . . . . . 5.00 list


[^0]:    For Informatlon on Ensembles. See Pages 10, 11. 12

